

**Fig. 1**

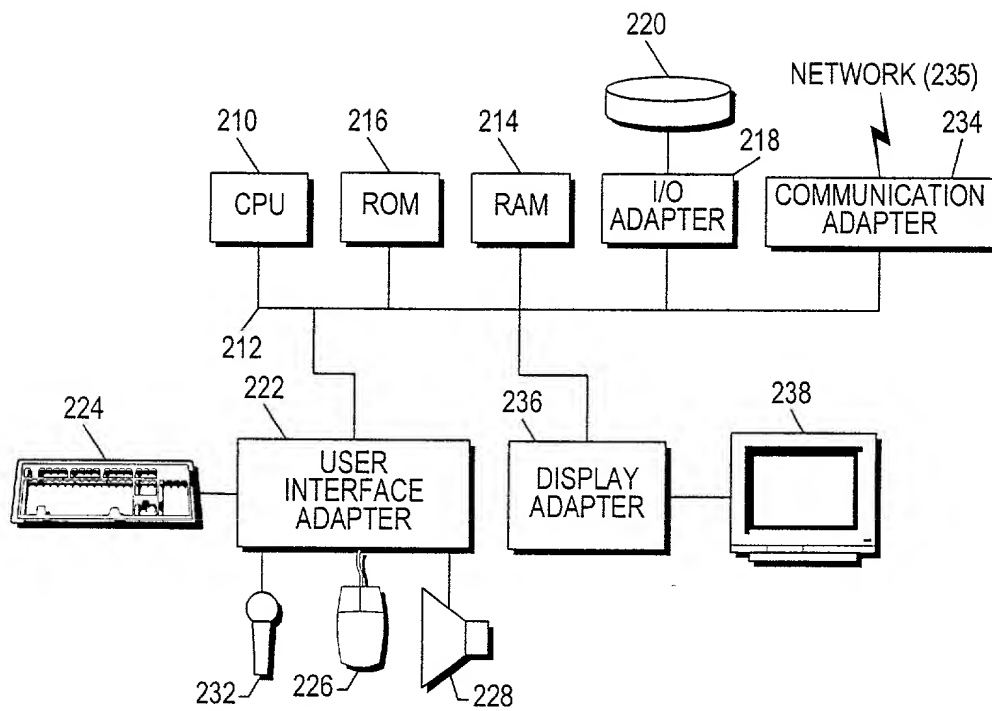


Fig. 2

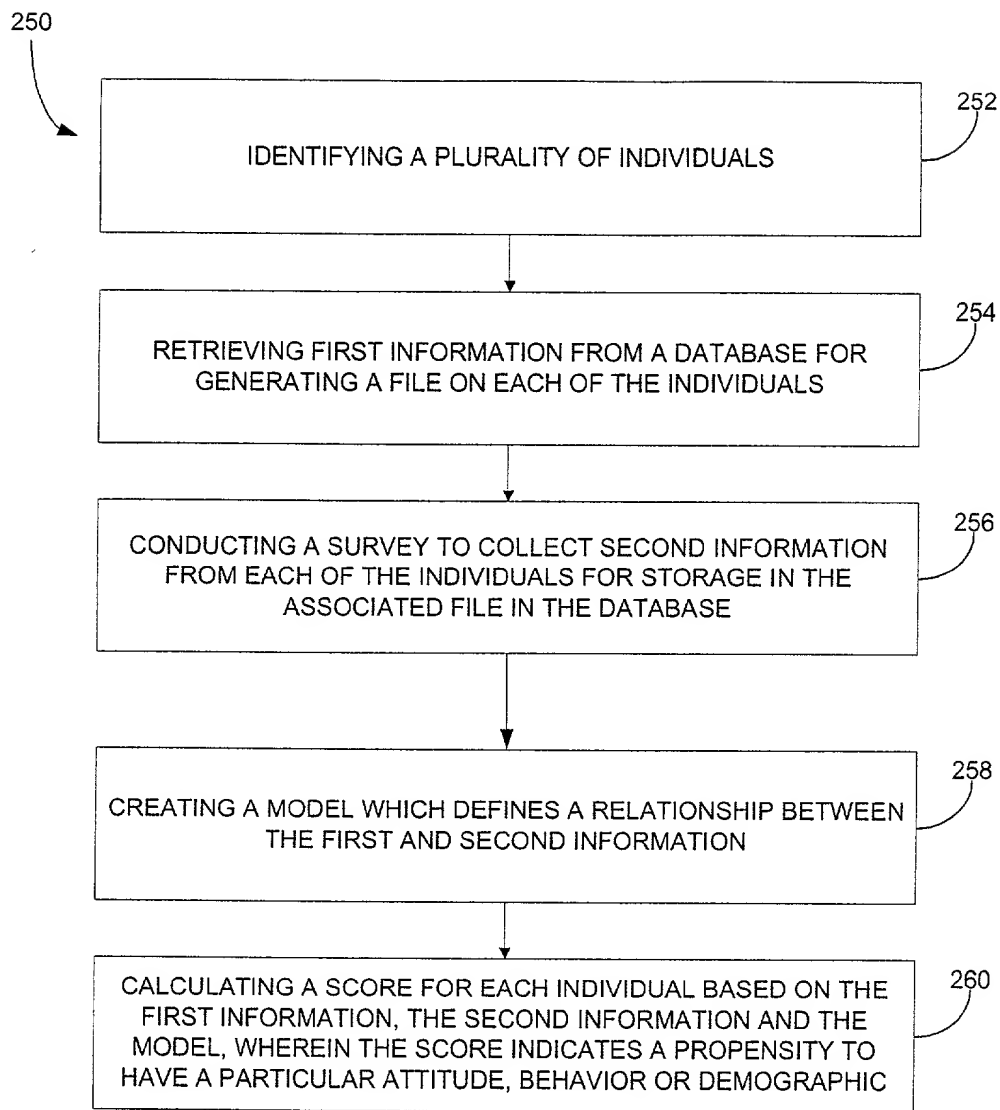


Fig. 2A

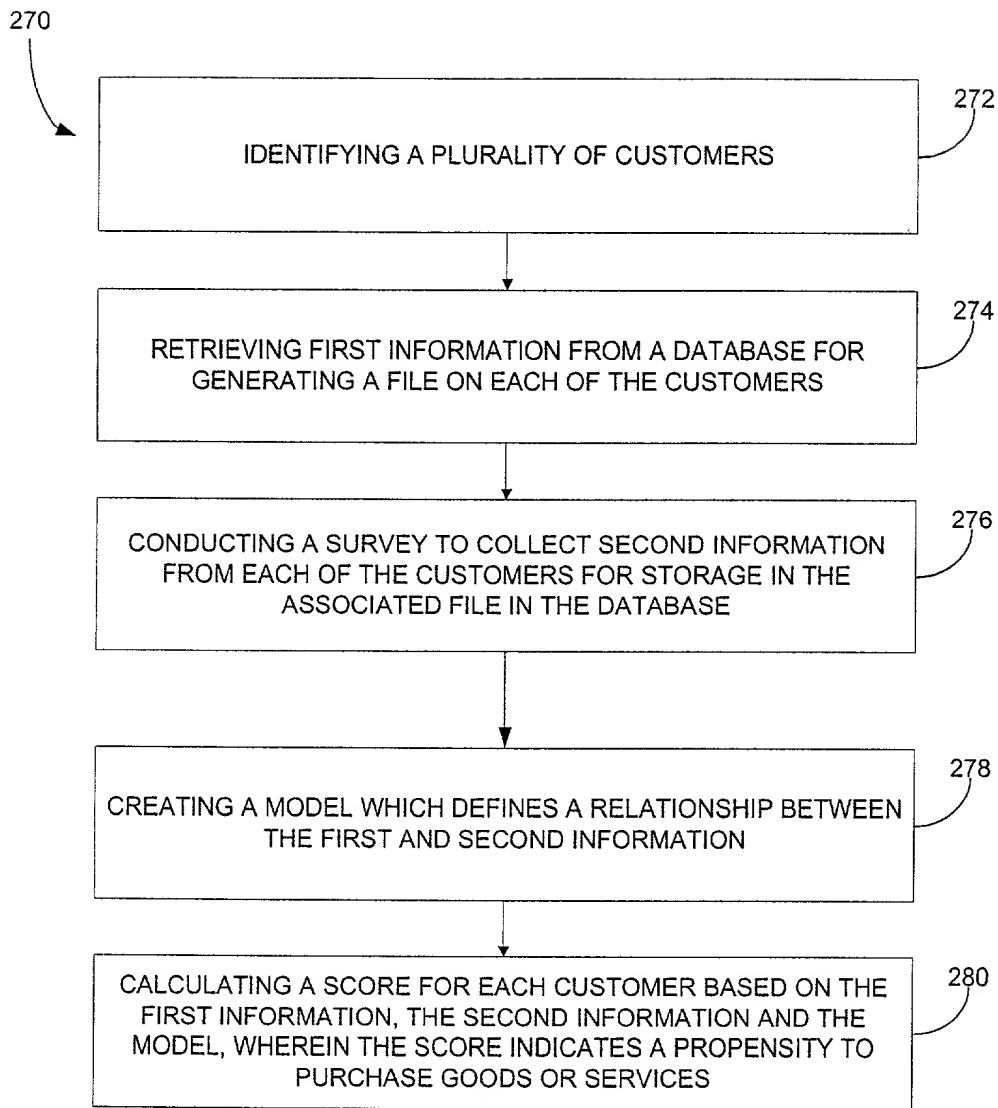


Fig. 2B

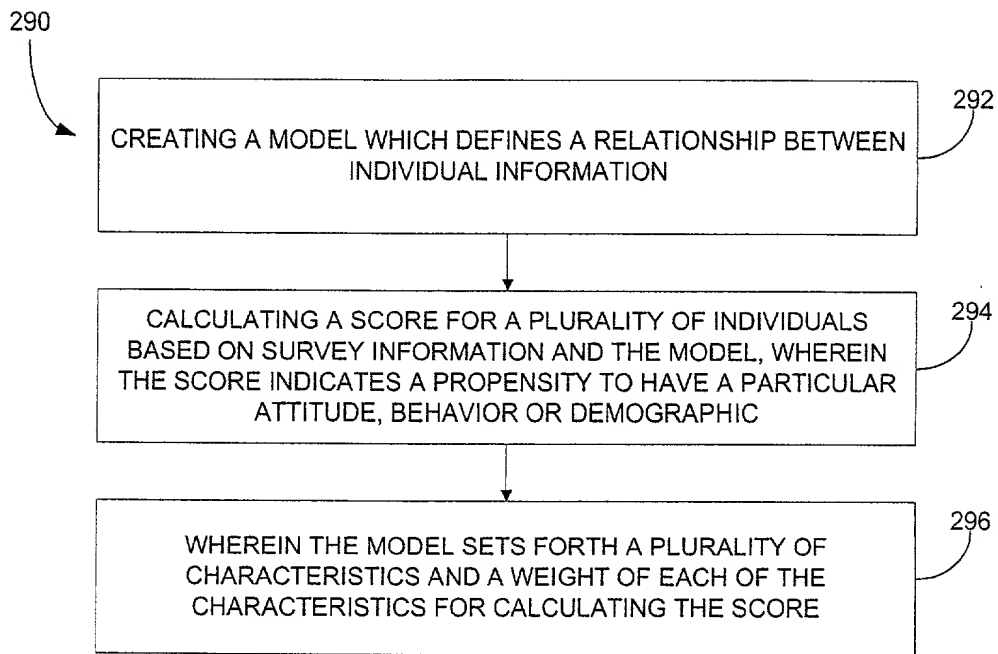


Fig. 2C

FIG. 3

300

CLIENT IDENTIFIER	CLIENT NAME	CLIENT ADDRESS	BILLING INFORMATION	PREFERRED RESULTS DELIVERY METHOD
C 100	CORPORATION X	1 MAIN ST CITY, STATE	SEND TO POSTAL ADDRESS	TO POSTAL ADDRESS
C 101	POLITICAL PARTY A	10 ELM OR ANYWHERE, NY	CHARGE CREDIT CARD ACCOUNT SITE-1111-1111-1111	FAX TO (111) 665-8863
C 102	MUNICIPALITY D	1 PROSPECT ST. SMALLVILLE USA	E-CASH DELIVERED WITH SURVEY	ABOVE WWW.PARTY.COM

302

304

306

FIG. 3

402

403

404

REPORT IDENTIFIER 402	COUNT CATEGORY 403	REVENUE CATEGORY 404	PERCENT RATED CATEGORY 405	PRICE 406	DEBIT BY CODE 407	CLASS CATEGORY 408	NUMBER RESPONSE 409	REPORT CATEGORY 410
1001	C 01	ADVERTISING	100%	\$1.00	\$1.00	100%	1000	1001
1002	C 02	ADVERTISING	100%	\$1.00	\$1.00	100%	1000	1002
1003	C 03	ADVERTISING	100%	\$1.00	\$1.00	100%	1000	1003

411

QUESTION IDENTIFIER 412	QUESTION 413	ANSWER SEQUENCE 414
1	1. IS THE QUESTION 2. IS THE QUESTION 3. IS THE QUESTION	1. YES 2. NO
2	1. IS THE QUESTION 2. IS THE QUESTION	1. YES 2. NO

FIG. 4

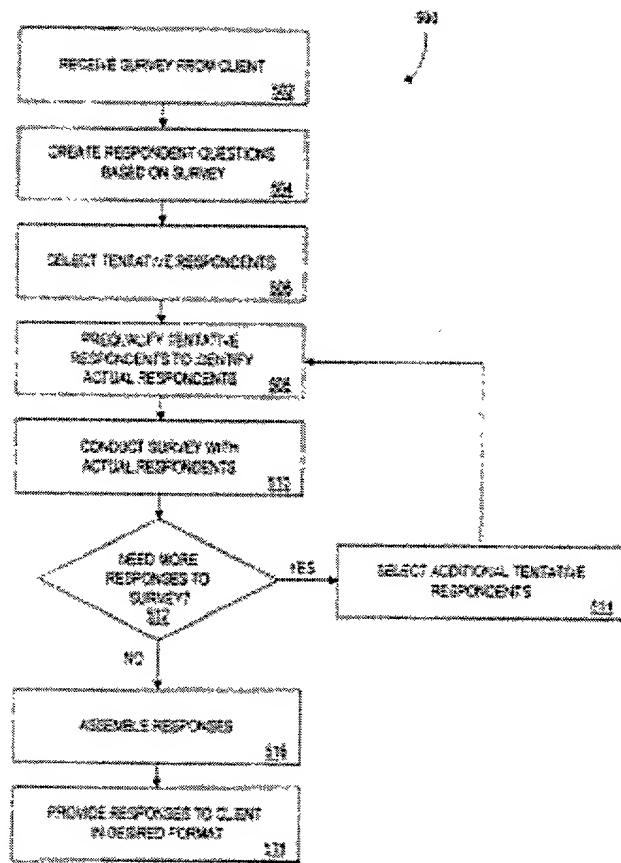


FIG. 5



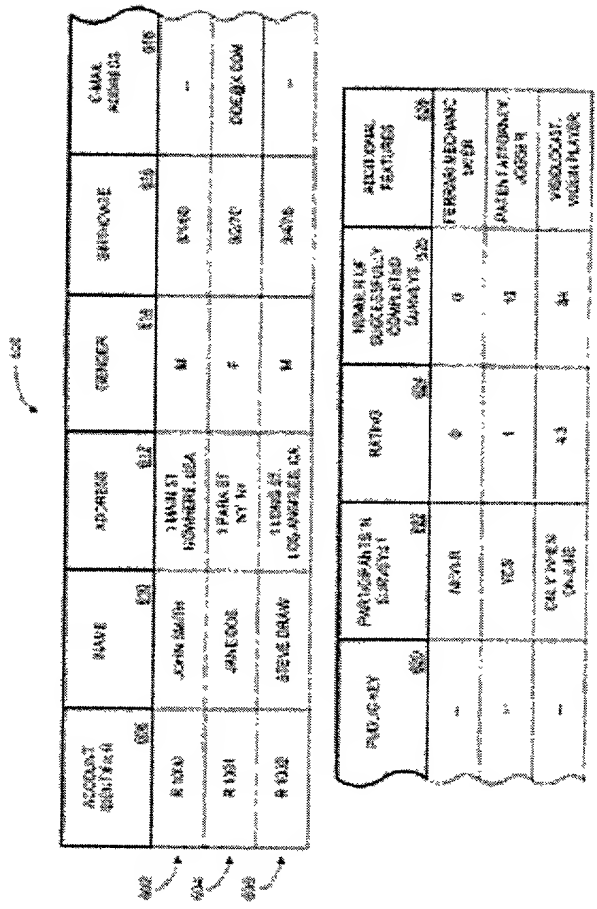
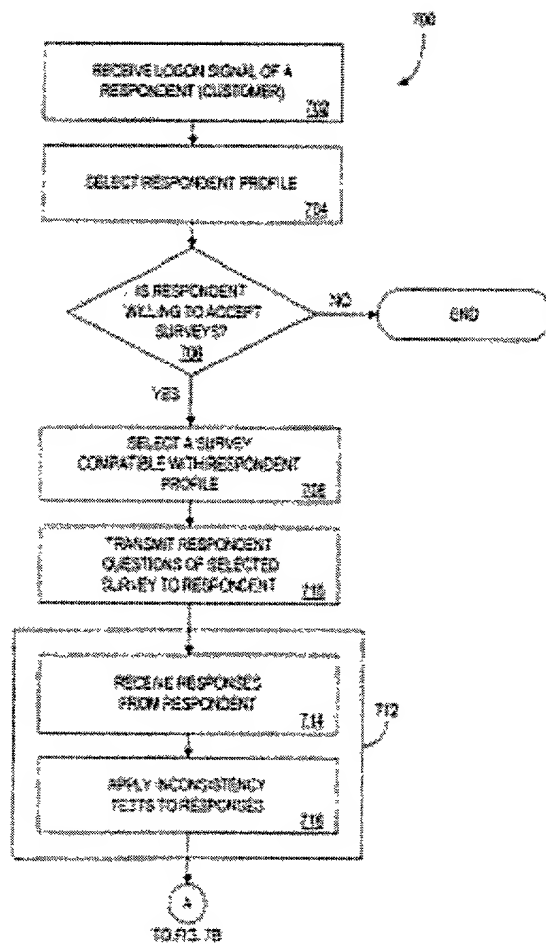


FIG. 6



FROM FIG. 7A

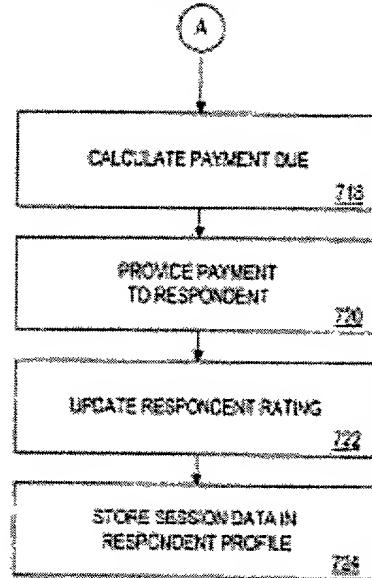


FIG. 7B



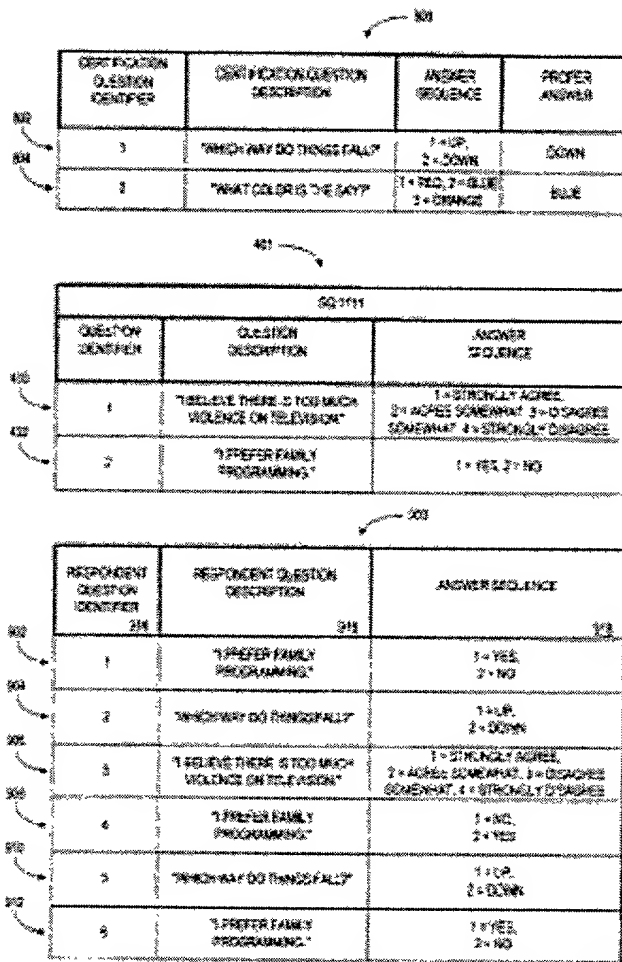


FIG. 9

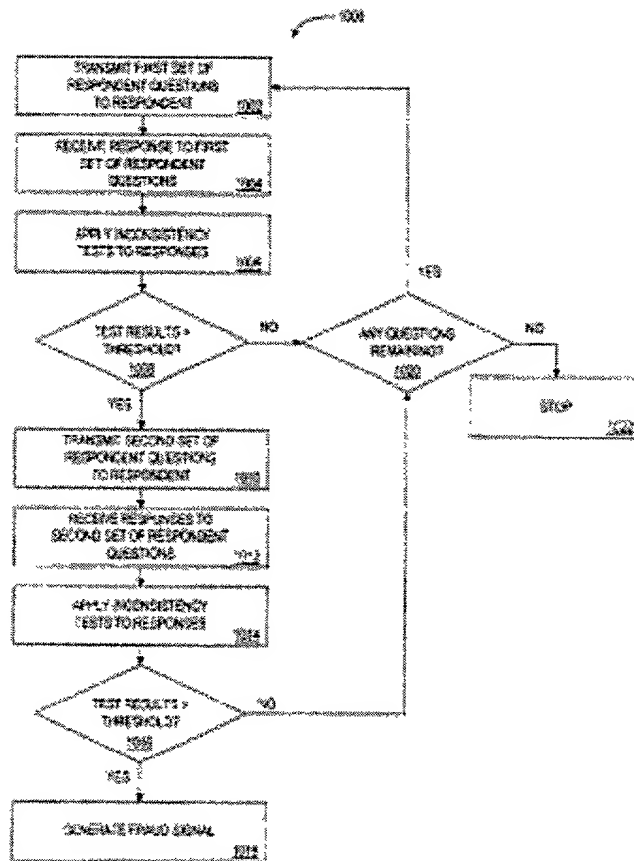


FIG. 10

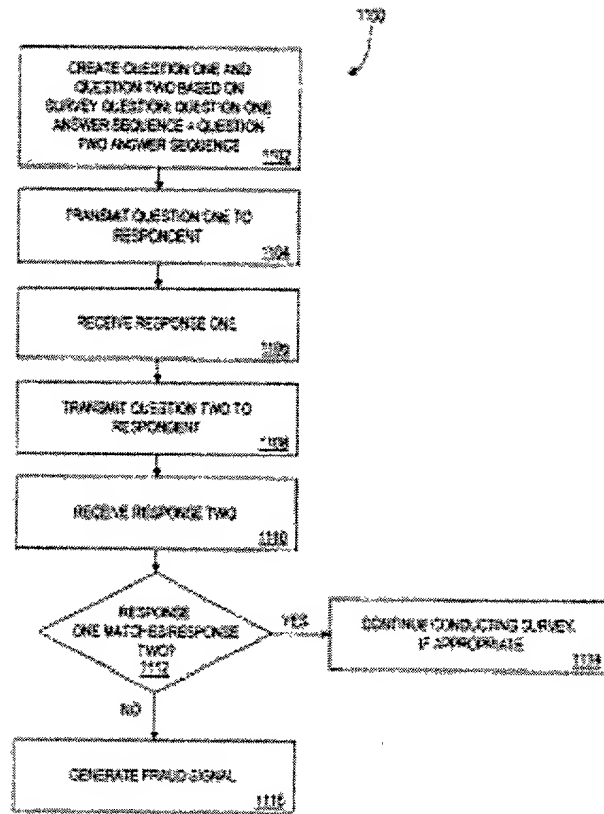


FIG. 11A

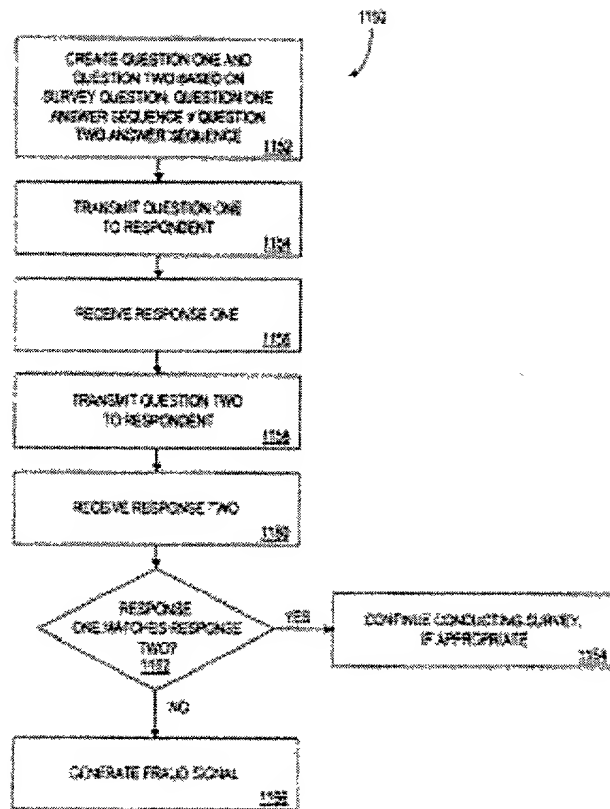


FIG. 11B



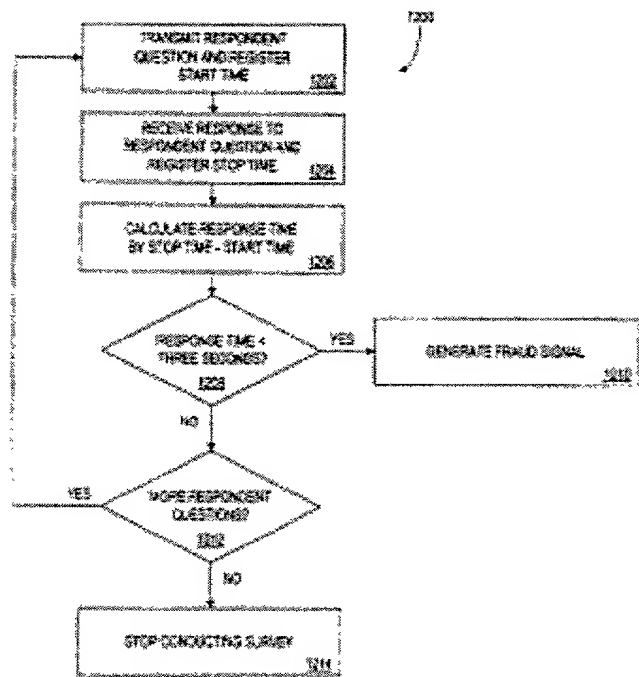


FIG. 12

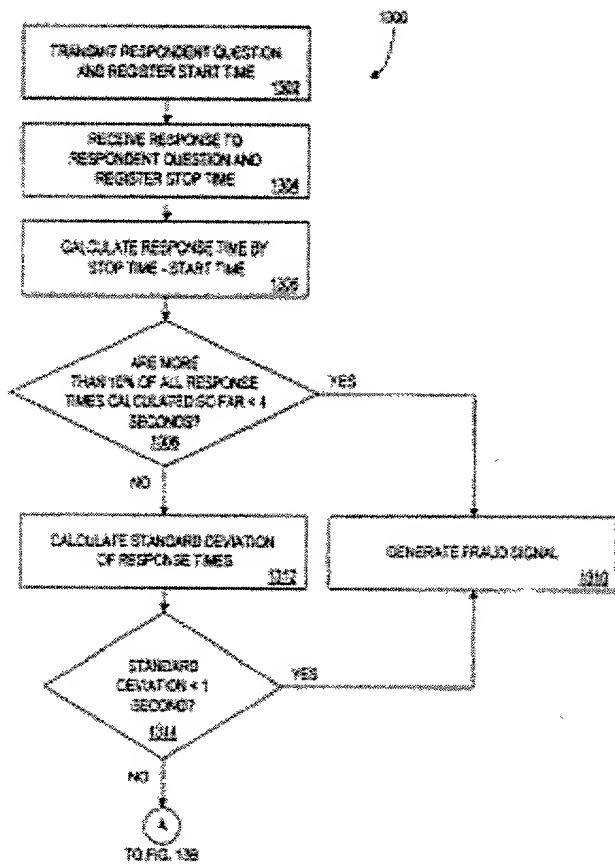


FIG. 13A

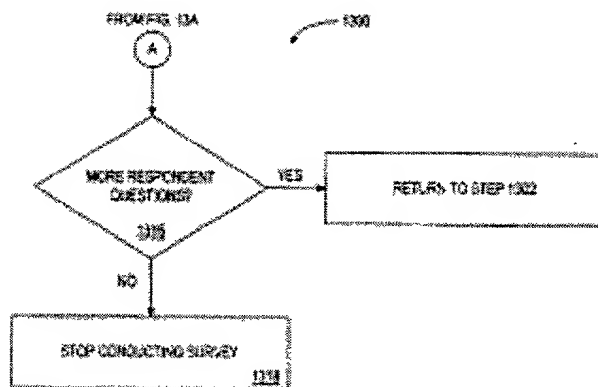


FIG. 13B

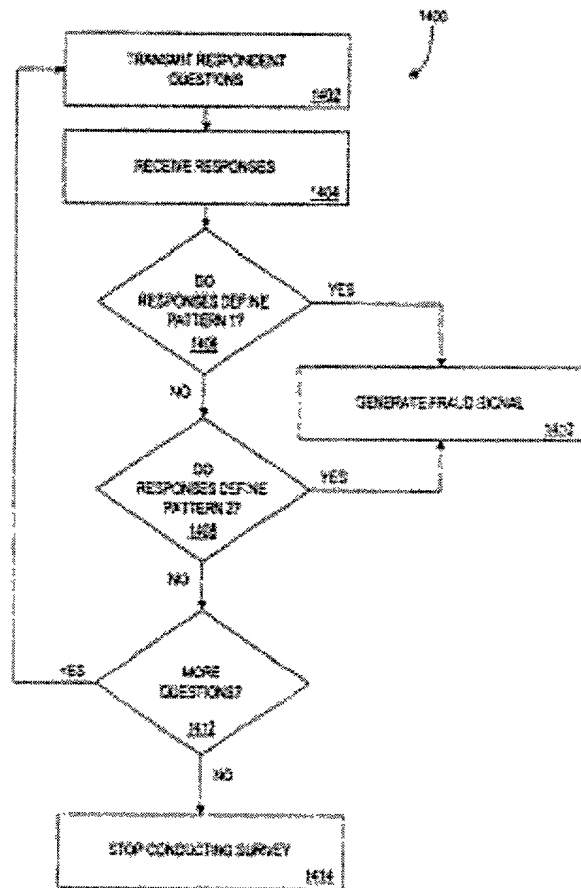


FIG. 14

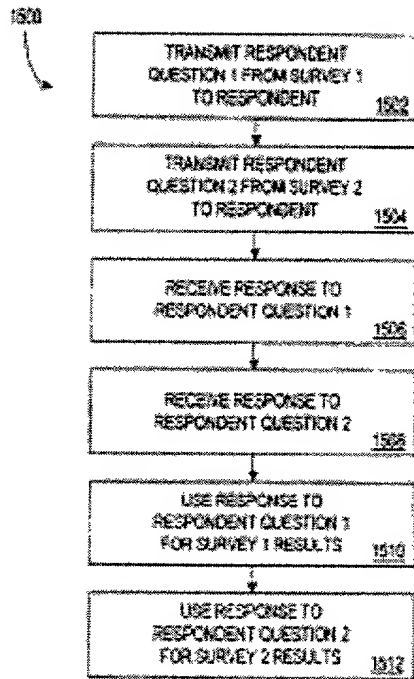


FIG. 15

1600

RESPONDENT IDENTIFIER	SURVEY IDENTIFIER	QUESTION IDENTIFIER	RESPONSE	DATE/TIME
R 1000	1111	1	2	8:15 AM 7/13/96
R 1000	1111	2	1	8:15 AM 7/13/96

1602

1604

FIG. 16

SURVEY IDENTIFIER 1111		1700
NUMBER OF RESPONSES = 10,101	CONFIDENCE LEVEL = 99% 1	
QUESTION IDENTIFIER	RESPONSES	
1	1-53%, 2-7%, 3-14%, 4-26%	
2	1-75%, 2-25%	

FIG. 17

1800

S2 01111				1807
QUESTION IDENTIFIER 1802	QUESTION 1810	ANSWER SEQUENCE 1812	PRIORITY 1804	
1	"BELIEVE THERE IS TOO MUCH VIOLENCE ON TELEVISION"	1 = STRONGLY AGREE, 2 = AGREE, SOMEWHAT, 3 = DISAGREE, SOMEWHAT, 4 = STRONGLY DISAGREE	HIGH	
2	"I PREFER FAMILY PROGRAMMING"	1 = YES, 2 = NO	LOW	

FIG. 18